A 8600-6

1981 SUNDAY/WEEKEND NEWSPAPER READERSHIP DEMOGRAPHIC TABLES

FOR TOTAL UNITED STATES

AND TOP 100 METROS

Simmons Market Research Bureau

Newspaper Advertising Bureau, Inc., 485 Lexington Avenue, New York, New York 10017

CONTENTS

	Page		
HOW TO READ THESE TABLES	i		
TABLES:	Adults	Males	Females
Total population, by sex	1	1	1
Age	2	3	4
Education	5	6	7
Household Income	8	9	10
Employment Status	11	12	13
Occupation	14	15	16
Marital Status	17	18	19
Number of People in Household	20	21	22
Race	23	24	25
Census Region	26	27	28
Locality Type	29	30	31
APPENDIX: Population Bases	32, 33	32, 33	32, 33

HOW TO READ THESE TABLES

The first table (total adults, by sex) can be read as follows:

The first column headed "Read Any" shows the net audience of an average issue of the Sunday/weekend newspaper. The top pair of figures in this column indicates that the average Sunday/weekend audience is 106,237,000 people, and that this represents 67% of all adults in the United States.

The second column headed "Gross Imp/GRP's" takes into account those adults who read more than one Sunday/weekend newspaper. The top pair of figures in this column shows that the average issue of the Sunday/weekend newspaper generates 120,574,000 gross impressions, which is equivalent to 76 gross rating points (or impressions per 100 people).

The third column headed "4-issue Cume/Avg. Freq." is shown only for those tables which refer to total adults, not for demographics within sex. In the top pair of figures, 85% denotes the net percent of all United States adults reached over any four weekends, and the figure 3.2 indicates that among those reading one or more weekends, the average number of weekends on which the newspaper was read is 3.2.

The fourth, fifth and sixth columns are analogous, except that they refer to the one hundred largest Standard Metropolitan Statistical Areas.

The Appendix shows population bases for percentages and GRP's.

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(total adults, by sex)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.
Total Adults	106,237	120,574	85%	68,907	78,430	90%
Percent	67%	76	3.2	73%	83	3.2
Males	51,417	58,767	87%	32,984	37,849	92%
Percent	68%	78	3.2	74%	85	3.2
Females	54,819	61,807	83%	35,923	40,581	89%
Percent	65%	73	3.1	71%	80	3.2

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(total adults, by age)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.
18-24 years	17,490	19,362	85%	12,378	13,792	91%
	61%	68	2.9	67%	74	2.9
25-34 years	24,172	27,016	85%	15,767	17,624	89%
	66%	73	3.1	70%	78	3.2
35-44 years	18,005	20,251	86%	12,313	13,772	92%
	70%	79	3.3	77%	87	3.4
45-54 years	16,496	19,073	89%	10,906	12,760	94%
	73%	84	3.3	78%	91	3.3
55-64 years	14,997	17,806	85%	9,268	11,053	93%
	70%	83	3.3	78%	93	3.4
65 years or older	15,077	17,067	78%	8,274	9,429	85%
	62%	70	3.2	68%	77	3.2

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(males, by age)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
18-24 years	8,598	9,428	5,981	6,680
	62%	68	67%	75
25-34 years	12,129	13,858	7,968	9,035
	68%	77	71%	81
35-44 years	8,662	9,846	6,030	6,818
	70%	79	77%	87
45-54 years	8,205	9,562	5,472	6,475
	74%	87	79%	94
55-64 years	7,307	8,704	4,246	5,077
	73%	87	83%	99
65 years or older	6,516	7,369	3,288	3,764
	65%	74	74%	85

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(females, by age)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
18-24 years	8,892	9,934	6,397	7,113
	61%	68	66%	73
25-34 years	12,043	13,157	7,800	8,589
	64%	70	69%	76
35-44 years	9,343	10,404	6,283	6,954
	70%	78	78%	86
45-54 years	8,290	9,511	5,434	6,285
	71%	82	77%	89
55-64 years	7,690	9,102	5,023	5,976
	67%	79	75%	89
65 years or older	8,561	9,699	4,986	5,665
	60%	67	64%	73

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(total adults, by education)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.
Some high school or less	25,224	27,880	73%	14,790	16,481	80%
	54%	60	2.9	59%	66	3.0
High school graduate	42,085	47,446	86%	26,555	29,924	93%
	69%	77	3.2	75%	85	3.2
One to three years college	19,426	22,336	91%	12,950	14,901	94%
	73%	84	2.2	76%	88	3.3
College graduate	19,501	22,912	94%	14,612	17,125	97%
	79%	93	3.4	83%	97	3.4

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(males, by education)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Some high school or less	12,353 56%	13,727 63	7,226 63%	8,141 71
High school graduate	18,093 69%	20,365 78	10,840 75%	12,209 85
One to three years college	9,699 74%	11,324 86	6,567 77%	7,603 89
College graduate	11,272 81%	13,351 96	8,351 85%	9,896 100

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(females, by education)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Some high school or less	12,870	14,152	7,564	8,339
	52%	57	56%	62
High school graduate	23,993	27,081	15,715	17,715
	68%	77	75%	85
One to three years college	9,727	11,012	6,383	7,298
	72%	81	75%	86
College graduate	8,229	9,561	6,261	7,229
	76%	89	81%	93

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(total adults, by household income)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.
$35,000 & over	22,516	26,959	94%	16,691	19,912	96%
	81%	97	3.4	84%	100	3.5
$25,000-$34,999	23,815	27,131	93%	15,909	18,289	96%
	76%	87	3.3	80%	92	3.4
$20,000-$24,999	14,044	16,041	86%	9,164	10,532	93%
	71%	81	3.3	77%	88	3.3
$15,000-$19,999	13,001	14,242	84%	8,009	8,772	92%
	65%	71	3.1	72%	79	3.1
$10,000-$14,999	18,220	20,120	79%	10,399	11,479	87%
	58%	64	2.9	64%	70	2.9
Under $10,000	14,640	16,801	70%	8,734	9,446	77%
	51%	58	2.9	55%	60	2.9

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(males, by household income)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
$35,000 & over	12,793	15,516	9,538	11,552
	82%	99	84%	102
$25,000-$34,999	12,397	14,147	7,970	9,132
	76%	87	79%	91
$20,000-$24,999	6,441	7,176	4,321	4,847
	70%	77	76%	86
$15,000-$19,999	6,388	6,982	3,767	4,124
	64%	70	74%	81
$10,000-$14,999	8,009	8,845	4,236	4,733
	57%	63	62%	69
Under $10,000	5,390	6,101	3,152	3,460
	54%	61	59%	64

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(females, by household income)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
$35,000 & over	9,723	11,443	7,153	8,359
	79%	93	83%	96
$25,000-$34,999	11,418	12,984	7,939	9,157
	75%	86	81%	94
$20,000-$24,999	7,604	8,865	4,844	5,685
	71%	83	77%	90
$15,000-$19,999	6,613	7,260	4,242	4,648
	65%	71	71%	78
$10,000-$14,999	10,211	11,275	6,163	6,746
	59%	65	65%	71
Under $10,000	9,250	9,980	5,582	5,985
	49%	53	54%	58

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(total adults, by employment status)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.
Employed	67,397	76,768	88%	44,649	51,095	93%
	70%	80	3.2	75%	86	3.2
Full Time	58,973	67,226	88%	39,154	44,825	93%
	70%	80	3.2	76%	87	3.3
Part Time	8,424	9,543	87%	5,495	6,270	92%
	69%	78	3.2	73%	84	3.2
Not Employed	38,840	43,806	80%	24,257	27,334	86%
	62%	70	3.1	68%	77	3.2

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(males, by employment status)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Employed	38,727	44,389	25,586	29,405
	70%	80	75%	87
Full Time	36,357	41,707	23,983	27,560
	70%	81	76%	87
Part Time	2,370	2,682	1,604	1,845
	68%	77	71%	82
Not Employed	12,691	14,378	7,398	8,444
	64%	72	71%	81

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(females, by employment status)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Employed	28,670	32,379	19,063	21,690
	69%	78	75%	86
Full Time	22,616	25,518	15,172	17,265
	69%	78	76%	86
Part Time	6,054	6,861	3,891	4,425
	69%	78	74%	84
Not Employed	26,149	29,428	16,860	18,891
	61%	68	67%	75

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(total adults, by occupation)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.
Professional, manager	22,893	27,013	93%	16,385	19,317	96%
	78%	92	3.4	81%	96	3.4
Clerical, sales	17,342	19,600	91%	11,678	13,241	94%
	73%	83	3.2	77%	87	3.3
Craftsman, foreman	9,000	10,071	89%	5,522	6,186	91%
	71%	80	3.2	73%	82	3.2
Other employed	18,162	20,085	79%	11,065	12,352	89%
	59%	65	3.0	68%	76	3.0

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(males, by occupation)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Professional, manager	14,427	17,038	10,178	12,013
	79%	94	82%	96
Clerical, sales	5,040	5,853	3,483	4,063
	75%	87	77%	90
Craftsman, foreman	8,369	9,374	5,113	5,725
	71%	79	72%	81
Other employed	10,891	12,124	6,813	7,605
	59%	65	69%	77

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(females, by occupation)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Professional, manager	8,466	9,974	6,207	7,305
	76%	90	81%	96
Clerical, sales	12,302	13,747	8,195	9,178
	72%	81	76%	86
Other employed*	7,902	8,658	4,661	5,207
	60%	66	67%	75

*"Craftsman, foreman" combined with "other employed" because of small base.

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(total adults, by marital status)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.
Single	20,767	23,458	87%	16,074	18,289	92%
	65%	73	3.0	70%	79	3.0
Married	69,279	78,914	85%	41,829	47,805	91%
	69%	78	3.2	76%	86	3.3
Widowed, divorced, separated	16,191	18,202	78%	11,004	12,336	85%
	60%	68	3.1	66%	74	3.1

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(males, by marital status)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Single	11,728	13,100	8,949	10,123
	66%	74	71%	80
Married	35,205	40,457	20,889	24,134
	70%	81	76%	88
Widowed, divorced, separated	4,485	5,210	3,146	3,592
	61%	71	71%	81

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(females, by marital status)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Single	9,039	10,358	7,125	8,166
	63%	72	68%	78
Married	34,074	38,457	20,940	23,671
	67%	76	75%	85
Widowed, divorced, separated	11,706	12,992	7,857	8,744
	60%	67	64%	72

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(total adults, by number of people in household)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.
One-two	44,826	50,896	83%	27,902	31,652	89%
	65%	74	3.1	71%	81	3.2
Three-four	42,998	48,530	87%	28,190	32,097	92%
	69%	78	3.2	73%	84	3.2
Five or more	18,413	21,148	83%	12,815	14,681	90%
	65%	75	3.1	73%	83	3.2

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(males, by number of people in household)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
One-two	21,389	24,525	13,065	15,014
	68%	78	75%	86
Three-four	20,714	23,480	13,636	15,595
	69%	78	74%	84
Five or more	9,314	10,762	6,283	7,239
	67%	78	74%	85

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(females, by number of people in household)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
One-two	23,437	26,371	14,837	16,637
	62%	70	69%	77
Three-four	22,284	25,049	14,554	16,502
	69%	78	73%	83
Five or more	9,099	10,387	6,532	7,442
	63%	72	71%	81

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(total adults, by race)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.
White	94,244	107,304	85%	58,313	66,615	91%
	68%	77	3.2	74%	85	3.3
Black	10,069	11,081	80%	8,871	9,836	88%
	58%	64	3.0	66%	74	3.0
Other	1,923	2,189	83%	1,723	1,979	81%
	59%	67	2.8	59%	68	2.9

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(males, by race)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
White	46,010	52,756	28,219	32,491
	70%	80	76%	87
Black	4,407	4,840	3,797	4,227
	5 %	64	66%	73
Other	1,000	1,171	968	1,131
	67%	78	67%	79

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(females, by race)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
White	48,235	54,548	30,094	34,124
	66%	75	73%	82
Black	5,662	6,241	5,074	5,609
	58%	64	67%	74
Other	922	1,018	755	848
	52%	57	51%	57

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(total adults, by census region)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.
Northeast	26,167	31,881	91%	19,704	23,878	94%
	75%	91	3.3	78%	94	3.3
North Central	29,603	33,220	88%	20,002	22,700	92%
	72%	81	3.3	78%	88	3.4
South	31,442	34,084	78%	16,623	17,735	89%
	59%	64	3.0	69%	74	3.1
West	19,024	21,389	83%	12,578	14,118	85%
	64%	72	3.1	63%	71	3.0

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(males, by census region)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Northeast	12,247	15,052	9,186	11,290
	76%	93	79%	97
North Central	14,471	16,265	9,759	11,127
	75%	84	81%	93
South	15,095	16,541	7,880	8,462
	60%	66	71%	76
West	9,604	10,909	6,160	6,969
	66%	75	64%	73

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(females, by census region)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Northeast	13,921	16,829	10,518	12,588
	74%	89	77%	92
North Central	15,132	16,955	10,243	11,572
	70%	78	75%	84
South	16,347	17,543	8,743	9,273
	58%	62	68%	72
West	9,419	10,480	6,418	7,148
	61%	68	62%	70

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(total adults, by locality type)

	TOTAL UNITED STATES			TOP 100 METROS		
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	4-issue Cume/ Avg. Freq.
Metropolitan central city	34,161	37,329	91%	28,279	30,966	91%
	70%	77	3.1	70%	77	3.1
Suburban	50,343	58,354	89%	40,176	46,978	90%
	73%	85	3.3	75%	87	3.3
Non-metropolitan	21,733	24,892	69%	-	-	-
	52%	59	3.0			

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(males, by locality type)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Metropolitan central city	15,892 72%	17,430 79	13,131 71%	14,497 79
Suburban	24,385 75%	28,352 87	19,627 77%	23,100 90
Non-metropolitan	11,141 55%	12,985 64	-	-

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP
(females, by locality type)

	TOTAL UNITED STATES		TOP 100 METROS	
	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)	Read Any (in 000's)	Gross Imp/ GRP's (in 000's)
Metropolitan central city	18,269	19,899	15,148	16,469
	69%	75	69%	75
Suburban	25,958	30,002	20,549	23,879
	72%	83	73%	84
Non-metropolitan	10,592	11,906	-	-
	49%	55		

APPENDIX

Population Bases
(in 000's)

	Total United States			Top 100 Metros		
	Adults	Males	Females	Adults	Males	Females
Total Population	159,454	75,138	84,317	94,984	44,361	50,623
18-24 years	28,513	13,860	14,653	18,584	8,891	9,694
25-34 years	36,777	17,917	18,860	22,494	11,165	11,329
35-44 years	25,692	12,422	13,270	15,896	7,845	8,051
45-54 years	22,666	11,019	11,647	13,955	6,896	7,059
55-64 years	21,455	9,958	11,498	11,841	5,135	6,706
65 years & older	24,351	9,962	14,389	12,213	4,430	7,784
Some high school or less	46,767	21,914	24,852	25,081	11,544	13,537
High school graduate	61,272	26,181	35,091	35,278	14,407	20,871
One to three years college	26,715	13,123	13,592	17,001	8,539	8,462
College graduate	24,701	13,920	10,781	17,624	9,872	7,752
$35,000 & over	27,884	15,618	12,267	19,970	11,308	8,663
$25,000-$34,999	31,360	16,228	15,131	19,861	10,076	9,784
$20,000-$24,999	19,904	9,267	10,637	11,965	5,659	6,306
$15,000-$19,999	20,148	9,951	10,197	11,051	5,091	5,960
$10,000-$14,999	31,295	14,026	17,269	16,360	6,848	9,512
Under $10,000	28,863	10,047	18,816	15,777	5,380	10,398
Employed	96,549	55,251	41,299	59,267	33,984	25,283
Full time	84,299	51,751	32,548	51,768	31,730	20,038
Part time	12,250	3,499	8,751	7,499	2,254	5,245
Not employed	62,904	19,887	43,018	35,717	10,378	25,339

Population Bases
(in 000's)

	Total United States			Top 100 Metros		
	Adults	Males	Females	Adults	Males	Females
Professional, manager	29,306	18,175	11,131	20,110	12,461	7,649
Clerical, sales	23,681	6,709	16,972	15,230	4,501	10,729
Craftsman, foreman	12,622	11,798	(823)	7,585	7,091	(494)
Other employed	30,941	18,568	12,373	16,342	9,930	6,412
Single	32,060	17,746	14,314	23,028	12,599	10,429
Married	100,599	50,096	50,503	55,350	27,341	28,009
Separated, divorced, widowed	26,795	7,295	19,500	16,605	4,421	12,184
1-2 people in household	69,004	31,382	37,622	39,000	17,400	21,600
3-4 people	62,239	29,946	32,293	38,366	18,489	19,877
5 people or more	28,211	13,809	14,402	17,618	8,472	9,146
White	138,922	66,064	72,858	78,678	37,169	41,510
Black	17,258	7,573	9,685	13,379	5,754	7,625
Other	3,275	1,501	1,774	2,926	1,439	1,488
Northeast census region	35,080	16,186	18,893	25,307	11,647	13,659
North Central	41,107	19,379	21,728	25,744	11,999	13,745
South	53,352	24,993	28,359	24,098	11,152	12,946
West	29,916	14,579	15,337	19,835	9,562	10,273
Central City	48,640	22,140	26,500	40,475	18,446	22,029
Suburban	68,865	32,670	36,195	54,509	25,915	28,594
Non-metropolitan	41,950	20,328	21,622	-	-	-